

# Guadalupe Westside Community Plan



## Avenida Guadalupe Corridor Strategic Revitalization Plan



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## 1. Introduction

The Avenida Guadalupe Strategic Revitalization Corridor Plan is a component of the comprehensive Guadalupe Westside Community Plan. Avenida Guadalupe was chosen for more detailed study due to its significance within the larger planning area and given the multi-faceted potential for redevelopment and conservation. Results of this case specific plan could be utilized as a model for other corridors within the larger planning area.

In conjunction with the Guadalupe Westside Planning Team, the City of San Antonio (COSA) Planning and Community Development Department created a process for community members to discuss the extent, nature, and character of future development along Avenida Guadalupe.

A series of public meetings were held and facilitated by design professionals, technical and charrette committee members, and Planning and Community Development department staff. During the Visioning Process, community participants worked together to develop a consensus on a vision for the future of the corridor. The effort included four Charrette committee sessions and three public workshops. A final vision project report was presented at an open house held in March 2007.

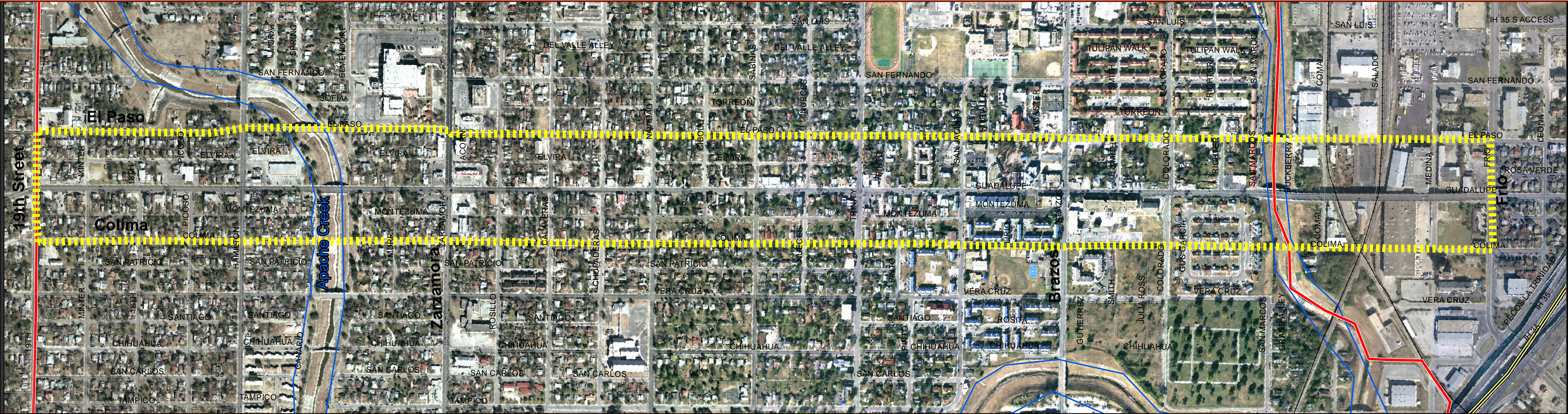
## 2. The Study Area

The Strategic Revitalization Plan for the Avenida Guadalupe study area consists of approximately 190 acres located near Downtown San Antonio, and is accessible by IH-10 to the north and IH-35 directly to the east. The boundaries of the study area are the intersections with Guadalupe Street at Frio Road to the east, SW 19<sup>th</sup> Street to the west, and two blocks north and south of the corridor: El Paso Street and Colima respectively. (see study map) There are two creeks that run through the study area: Alazan and Apache Creeks, both of which are currently underutilized.





# Avenida Guadalupe Corridor Strategic Revitalization Charrette

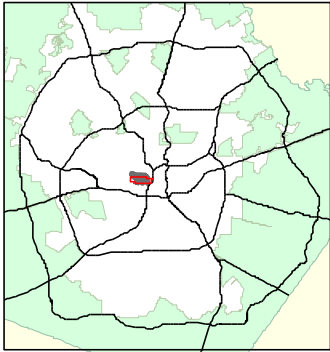


- Legend**
- Study Area
  - Planning Boundary
  - Railroads
  - Creeks

City of San Antonio  
Planning and Community  
Development Department

Emil R. Moncivais, AICP, AIA  
Director, Planning and Community  
Development Department

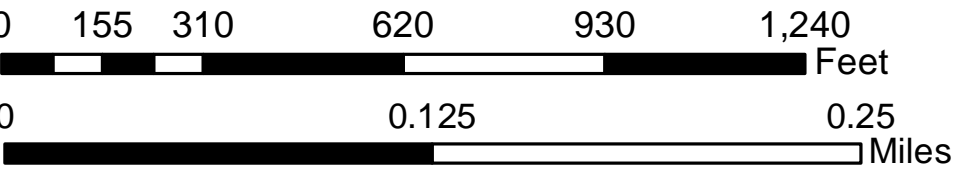
Development Business Service Center  
1901 S. Alamo  
San Antonio, TX 78205



## Study Area 2005 Aerial View

### Guadalupe Westside Community Plan

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Data Source: City of San Antonio Enterprise GIS, Bexar Metro 911, Bexar Appraisal District

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### 3. Orientation

#### 3.1 Vision

Avenida Guadalupe will be transformed into a vital community corridor and framed by buildings and lined with trees to create an inviting space for social interaction. Traveling over the Avenida Guadalupe Bridge, pedestrian movement can be observed along the corridor where residents sit at tables beneath umbrellas with their midday coffees while workers and customers from adjacent storefronts cross to get afternoon snacks. Along the corridor a series of placitas with fountains, shade trees, planters, and street furniture can be seen, providing an attractive draw for casual activity that includes people sitting and listening to the water cascade. The corridor provides various opportunities for redevelopment and infill such that it transforms into an area where people want to live, work and play. The corridor would provide a wealth of offerings in which broad shady sidewalks are lined by ground-floor shops, galleries, restaurants, and other services, offering pleasant opportunities each step of the way. The corridor's street wall contain a mix of the old and new – buildings that vary in height and style, but work together to maintain the look and feel that have always been part of Avenida Guadalupe. Art is a visible presence on the corridor. Local art displays are the connecting threads of Avenida Guadalupe's art and cultural elements that weave together public spaces throughout the corridor. More than just a geographical area, the revitalized Avenida Guadalupe would resume its role as a center of activity and community life in the Westside.

#### 3.2 The Charrette Process

##### Background

The Avenida Guadalupe Strategic Revitalization Corridor Plan is a component of the comprehensive Guadalupe Westside Community Plan. Avenida Guadalupe was chosen for more detailed study due to its significance within the larger planning area and given the multi-faceted potential for redevelopment and conservation. Results of this case specific plan could be utilized as a model for other corridors within the larger planning area.



In conjunction with the Guadalupe Westside Planning Team, the City of San Antonio (COSA) Planning and Community Development Department created a process for community members to discuss the extent, nature, and character of future development along Avenida Guadalupe. A series of public meetings were held and facilitated by design professionals, technical and charrette committee members, and Planning and Community Development department staff. During the Visioning Process, community participants worked together to develop a consensus on a vision for the future of the corridor. The effort included four Charrette committee sessions and three public workshops. A final vision project report was presented at an open house held in March 2007.

### **Community Input Process**

The opportunity to work with a variety of stakeholders to expand growth and development of Avenida Guadalupe, encourage its economic revitalization, and create a lively corridor of activity for the community. Workshop One was held on January 6, 2007. It focused on identifying the basics of what a Charrette entailed and the overall process. It was followed by group discussion in which community members provided observations and comments about: Streetscape, Civic Space, Housing/Density, and Preservation.

Introductory ideas for characteristics of Themes and potential areas for redevelopment were presented at the second workshop on January 13, 2007.

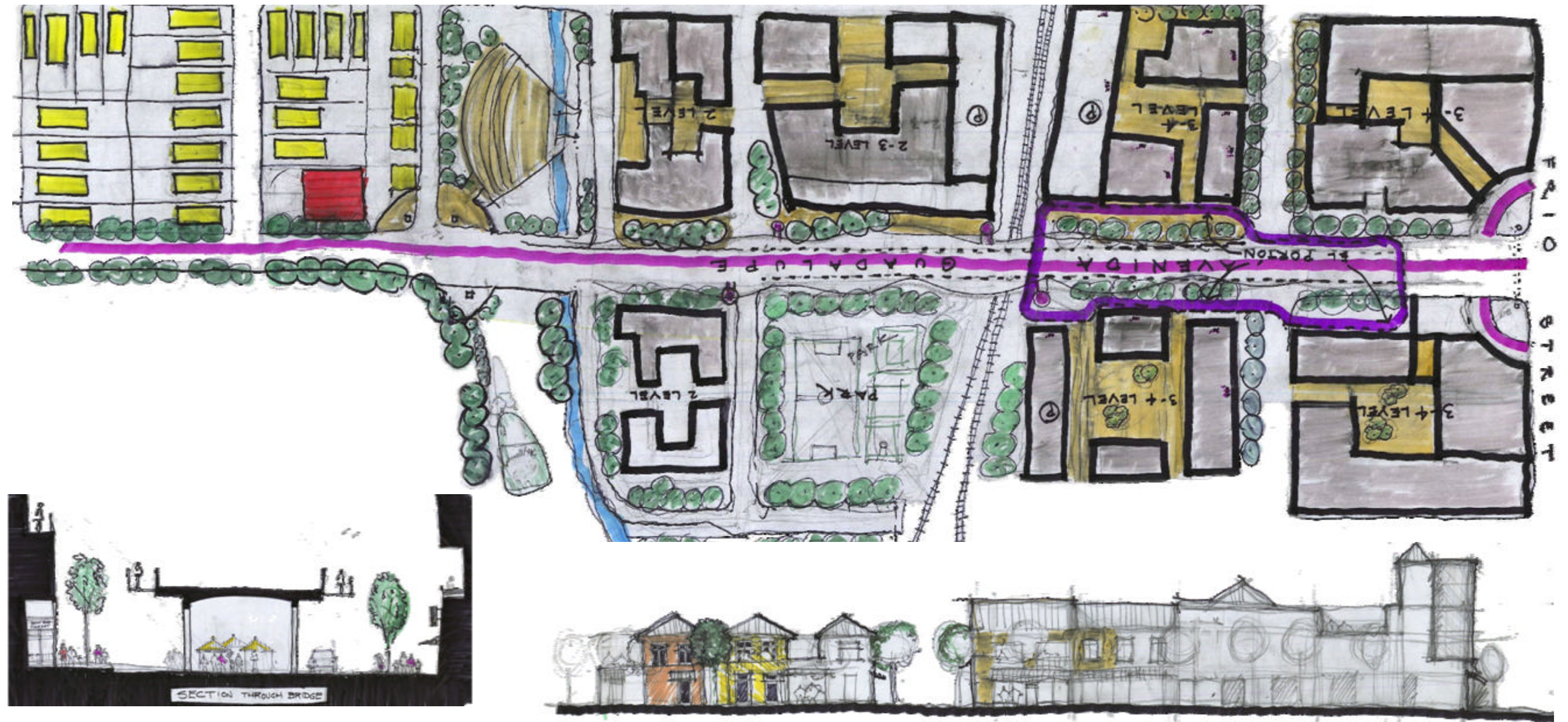
The participants were divided into three different tables to study three segments along the corridor. The stakeholders voiced ideas and alternatives for opportunities for Mix-Use, Commercial, Housing, Civic Spaces, Art, Culture, and Heritage. Exploring concepts for redevelopment at major intersections and beneath the Guadalupe Bridge were also part of the discussions.

At the third workshop, January 27, 2007, design professionals drew site concepts based upon previous input from the participants. The site concept incorporated on-street parking, traffic lanes, sidewalk widths, trees and other plantings, and the





# Avenida Guadalupe Corridor Strategic Revitalization Charrette

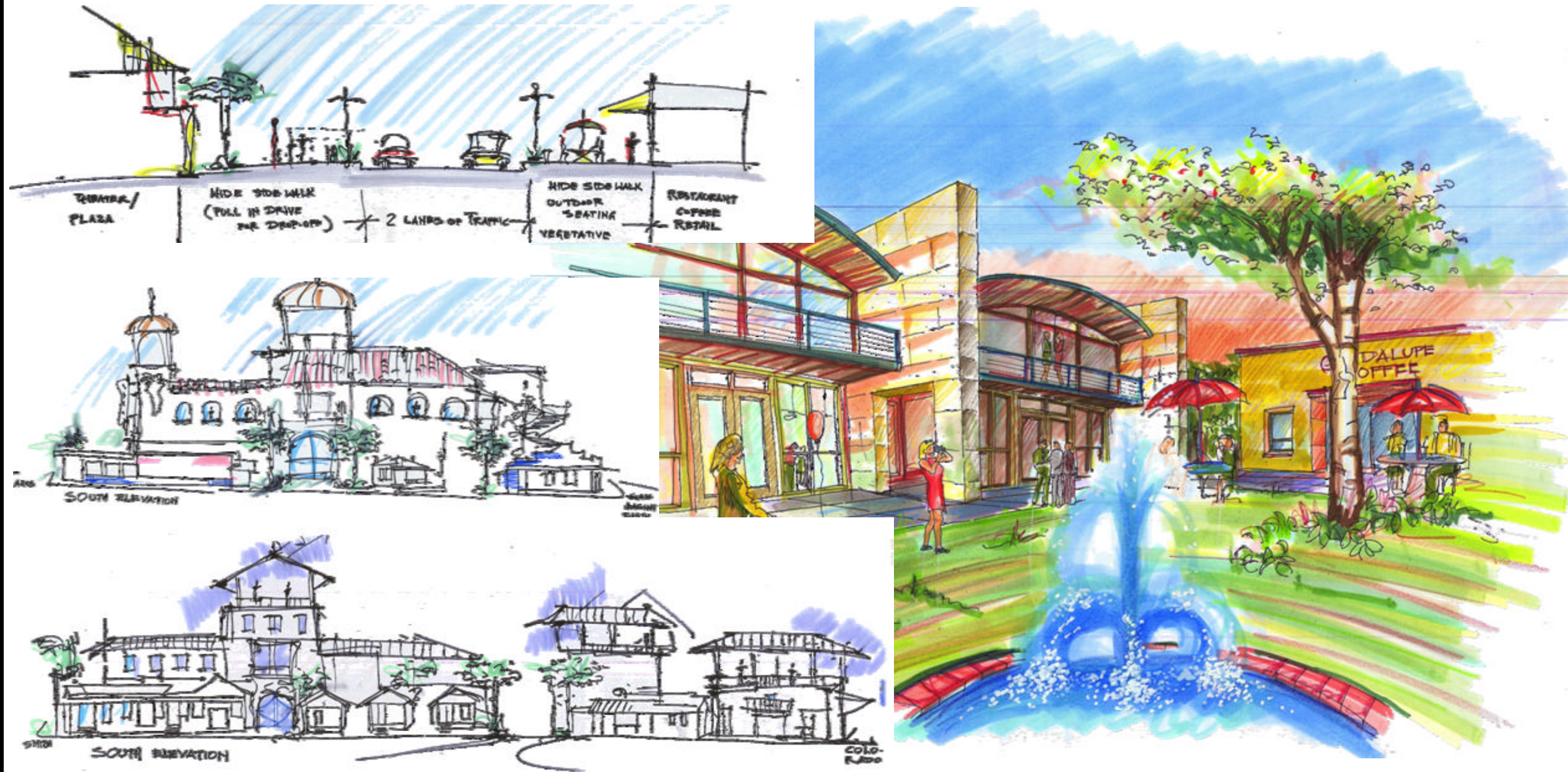


Avenida Guadalupe Corridor Strategic Revitalization Plan  
Segment One: Site Concept, Section and Elevation  
January 27, 2007 Design Session, El Progreso, 1306 Guadalupe St.





# Avenida Guadalupe Corridor Strategic Revitalization Charrette



Avenida Guadalupe Corridor Strategic Revitalization Plan  
Segment Two: Sections and Elevations  
January 27, 2007 Design Session, El Progreso, 1306 Guadalupe St.



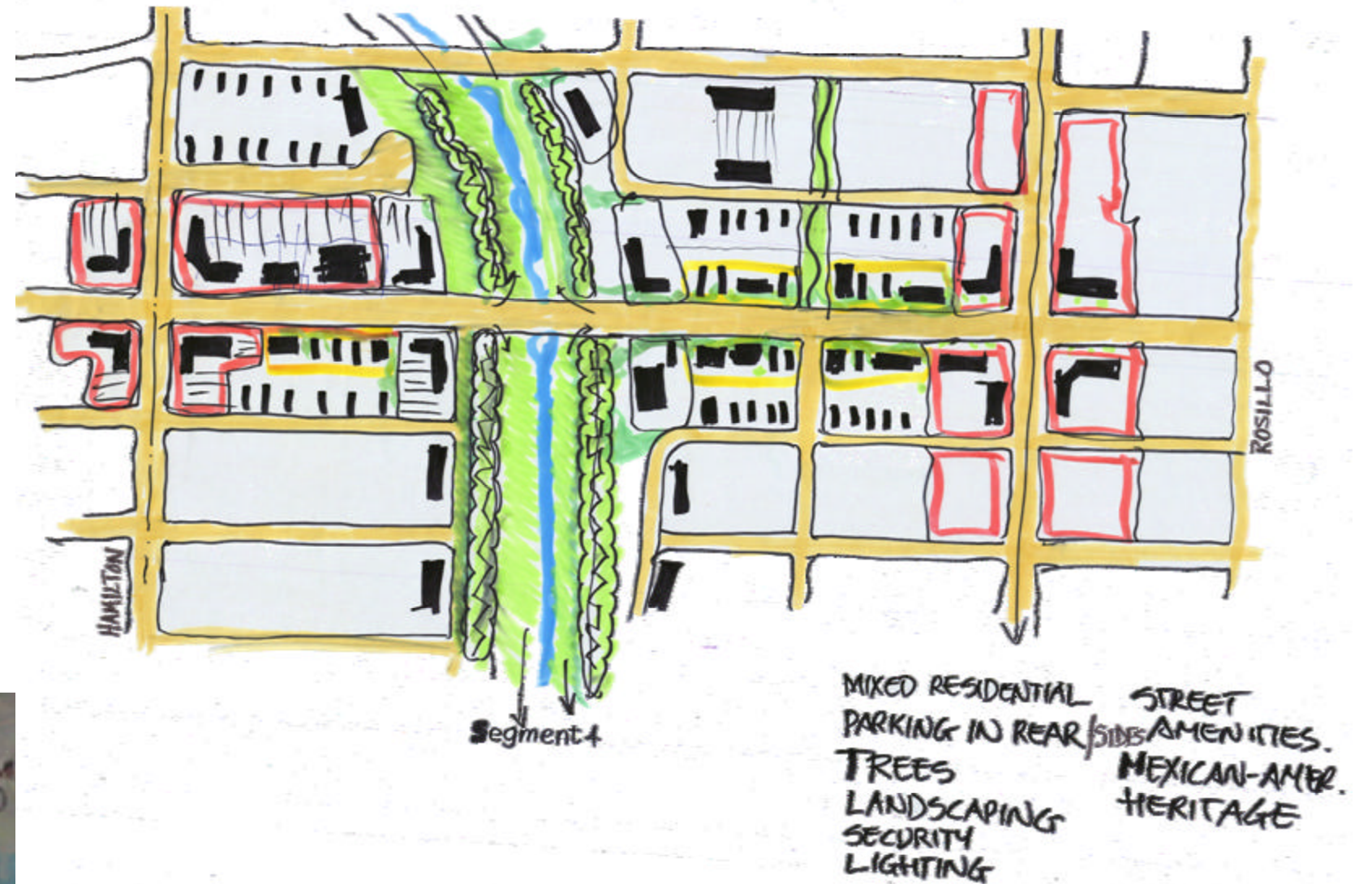


The sketches are labeled with various building types and landscaping elements:

- Top Left:** Existing buildings, including a "Student housing ex. trees" and a "Residential ex. trees".
- Top Right:** "Student housing ex. trees", "Residential ex. trees", "outdoor cafe/studios", "new humps", "trees", "ex. trees", "contiguous link", "Parking", "Link", "Guadalupe", "music/art studios/gift shop", "Elvira".
- Bottom Left:** "VAQUITA", "STREET SCENE", "RESIDE ABOO BEHIND", "GUADALUPE", "BAY", "BAY", "KIOSK IN PARK", "LINK", "SHOP/COMMERCIAL", "BAY", "PIZZA", "BAY", "SPOON", "BAY", "CIBOLA".
- Bottom Right:** "VAQUITA", "STREET SCENE", "RESIDE ABOO BEHIND", "GUADALUPE", "BAY", "BAY", "KIOSK IN PARK", "LINK", "SHOP/COMMERCIAL", "BAY", "PIZZA", "BAY", "SPOON", "BAY", "CIBOLA".



# Avenida Guadalupe Corridor Strategic Revitalization Charrette



Avenida Guadalupe Corridor Strategic Revitalization Plan  
Segment Four: Site Concept  
January 27, 2007 Design Session, El Progreso, 1306 Guadalupe St.



inclusion of street furniture and other design elements within the streetscape. Other items included additional housing, retail, open spaces, pedestrian linkages and mixed-use developments. The second portion of the exercise was to draw elevations and sections of potential infill and redevelopment. Illustrations incorporated existing structures to mesh with potential mixed-use development.

### 3.3 Document Organization

The urban design principles presented in the Plan are a direct result of the objectives established by the community.

#### Existing Conditions

This chapter reviews the past and present conditions relevant to the Study Area in order to understand the forces currently affecting the site. Elements that have contributed to the Study Area's current pattern of development and change include land use, zoning, circulation patterns, and available recreation and open space.

#### Revitalization Objective

The Revitalization Objective section establishes a coordinated direction for all plan elements, principles, strategies, frameworks, and designs so that they serve to achieve specific community objectives for the revitalization of Avenida Guadalupe.

#### Future Land Use and Development

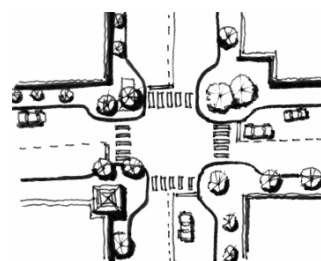
The future land use and development provide a framework for public and private actions throughout the plan area, and ensure that new investment at any scale will support the principles and goals of the community's vision.

#### Development Guidance

The Development Guidance section provides suggestions for site development, building siting, and overall design that apply to the corridor.

#### Design Guidance

Incorporating principles of good urban design will ensure that new developments contribute to a livable and attractive townscape.





### **Implementation**

This section targets actions that should be taken to achieve the vision for the Avenida Guadalupe Corridor.

## **4. Existing Conditions**

### **4.1 Context**

The Avenida Guadalupe Corridor area lies near the Downtown area and is accessible by IH-10 & IH-35. The area is in close proximity to the Downtown UTSA campus and Our Lady of the Lake University. The Avenida Guadalupe is a backbone of an area rich with history, tradition and culture. Important cultural landmarks of the community such as early or long established businesses, churches, schools and meeting halls contribute to the urban fabric of the community and contribute to the neighborhoods stability and longevity. At its height in the early to mid 1900's, the Avenue was lined with bakeries, restaurants, barber shops, groceries, and small offices. Guadalupe St. was the cultural center of the Westside. Tent shows, moving picture theaters and dance and music performances flourished. Many of these forms, such as the Conjunto, represent a hybrid of influences and new adaptations. Dance, music and theater became part of the community's language and expression and continue to influence the environment.

### **4.2 Previous Studies**

Several area studies have been conducted by different entities over the years. Contracted by the City of San Antonio, the Urban Land Institute studied the Guadalupe St. corridor in February 2005, and provided a report that outlined concepts for a redevelopment plan. The report identified 4 potential areas to focus redevelopment activities, which in large part have been utilized as a framework to guide the current charrette process.

The University of Texas at San Antonio (UTSA) School of Architecture has studied the area, specifically Guadalupe Street, extensively since the 1970's. The most recent publications is the Avenida Guadalupe 2020 Master Plan completed in 1998. In 2000, the Annie E. Casey foundation published the "Making Connections on San Antonio's West Side: The



Neighborhood Transformation / Family Development Project” report which provides a comprehensive description of area community organizations and agencies. In 2004, MetroEDGE prepared two market related studies for the Annie E. Casey “Making Connections” program that took a closer look at retail constraints and potential for the area. These studies, which are only a sampling of the documents written about this area, provided the charrette team valuable background and data with which to frame this Strategic Revitalization Plan. Currently a market study is in progress through the Neighborhood Commercial Revitalization program.

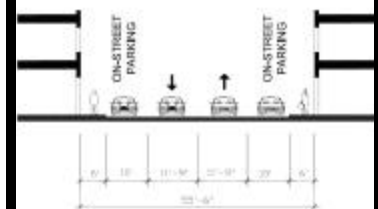
### 4.3 Existing Land Use and Development

As you arrive at the Avenida Guadalupe bridge from Frio Street, the bridge impedes pedestrian movement into the community. The possibility of making the bridge two lanes instead of four to accommodate pedestrian access would be beneficial to the corridor. Below the bridge is an active rail line flanked by heavy industrial and warehouse uses. Redevelopment solutions call for a transition into mixed use: housing, businesses and offices. Across the bridge, an authentic character emerges with single family residential, multifamily, commercial, office, public institutional, and open spaces uses mixed together in both horizontal and vertical directions. Some of the buildings that contribute to this character are JT Brackenridge Elementary School, Guadalupe Cultural Arts Center, *Casa de Cuentos*, Guadalupe Theater, El Progreso, El Parian, Las Oficinas de Avenida Guadalupe. Further along Avenida Guadalupe (Trinity to Navidad) there are clusters of less intense land uses adjacent to medium and high intensity commercial uses.



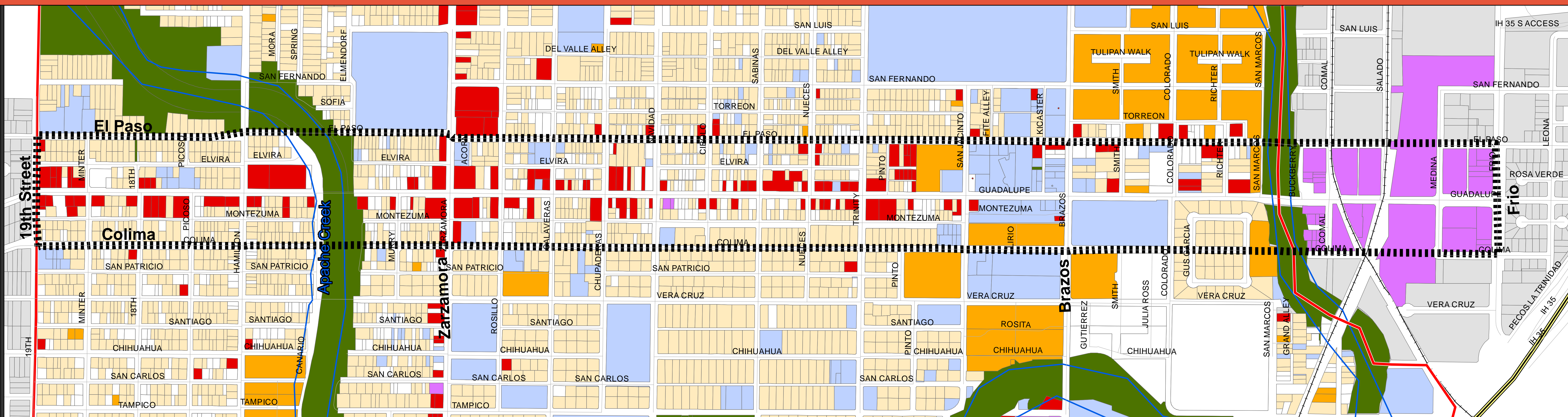
### 4.4 Existing Traffic and Circulation Patterns

Avenida Guadalupe is an important transportation spine in which individuals use to travel to and from the community by foot, bus, or car. Avenida Guadalupe connects to the downtown area as well as to I-10 and I-35 Highway. In addition, Frio Street, Brazos Street, and Zarzamora Street are north/south connections to the corridor. All of these streets are secondary arterials with rights-of-way ranging from 53 feet to 74 feet. The current pedestrian walk ways impede pedestrian movement





# Avenida Guadalupe Corridor Strategic Revitalization Charrette



**Legend**

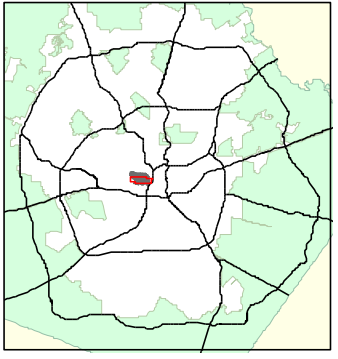
Study Area

- Parks
- Single Family
- Multi Family
- Vacant
- Commercial
- Industrial
- Public Institutional
- <all other values>
- Planning Boundary
- Creeks
- Railroads

**City of San Antonio  
Planning and Community  
Development Department**

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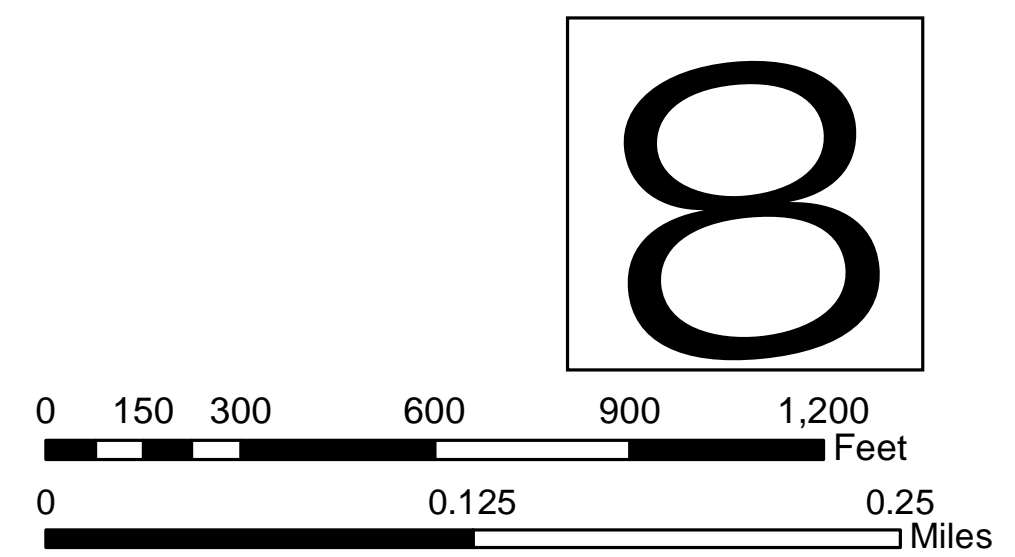
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Map Created By: Joe Gregory Mendez

## Existing Land Use

### Guadalupe Westside Community Plan



along the corridor since utility poles, utility boxes, and signs often obstruct the sidewalks. New approaches would be to bury the power lines and widen the sidewalk to enhance the pedestrian movement as shown in the illustration.

#### 4.5 Recreation and Open Space

Alazan and Apache creekways are missing bike trails, fields, seating areas, pedestrian paths, and lighting at each end of the corridor. Guadalupe Plaza could be enhanced with more outdoor events, seating area, landscaping, and art to better serve as a community gathering place.

### 5. Revitalization Objective

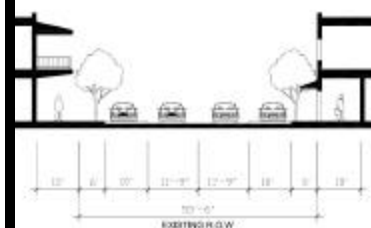
The purpose of the Strategic Revitalization Charrette process is to coordinate with community residents to establish a vision for the Avenida Guadalupe Corridor, create design guidelines to reflect community character, and to develop short and long-term strategies for implementation.

#### 5.1 Revitalization Principles

The charrette is used as a visioning tool for revitalization and infill development for the Avenida Guadalupe area. The guiding principles of the plan are to: support existing businesses and residences while at the same time create an environment for new development, make the Avenida Guadalupe Corridor more visually attractive and pedestrian friendly, and make the corridor a place where people want to live, work and play.

#### 5.2 Strategies for the Guadalupe Corridor

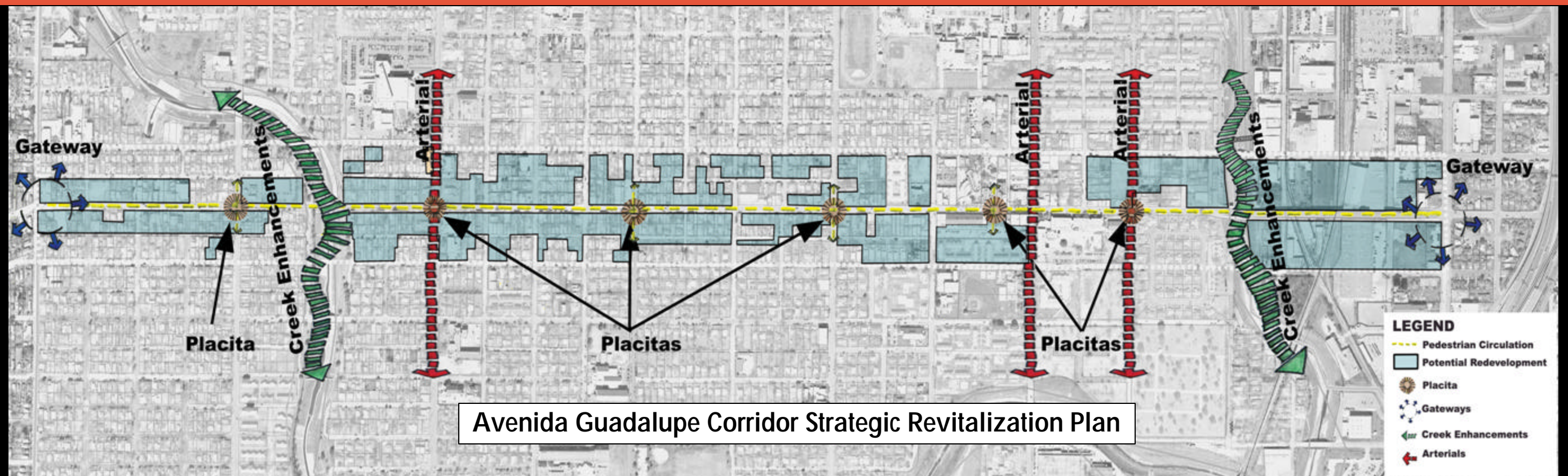
1. Promote concentrated development at nodal areas (intersections) to provide synergy through a complimentary mix of uses.
2. Maximize investment in new housing to provide more options to current and future residents.
3. Create a more pedestrian friendly environment along the extent of the corridor and promote connectivity from adjacent areas.
4. Convert underutilized and vacant parcels into active civic spaces.
5. Focus immediate attention on sites capable of delivering dramatic short-term beneficial change that serve as an impetus for private investment.



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# Avenida Guadalupe Corridor Development Framework



This diagram provides a conceptual glance at the Corridor as a whole and shows in general; areas for pedestrian circulation, potential areas for redevelopment, gathering nodes, gateways, creek enhancement sites and arterial streets.

**Pedestrian Circulation:** As demonstrated in the diagram, the entire length of the Corridor is potentially conducive to pedestrian circulation given certain improvements such as: wider sidewalks, landscaping, storefront retail, burying electricity lines, etc.

**Potential Redevelopment:** The areas for potential redevelopment are outlined in black and were designated based upon community input and an assessment of owner and renter occupied properties and public vs. private land.

**Gathering Nodes/ Placitas:** Identified approximately every ¼ mile – the distance generally recognized as “walkable” between resting points. These areas could be different placitas that showcase a unique community theme such as: Mexican culture, la Revolución, dance and music.

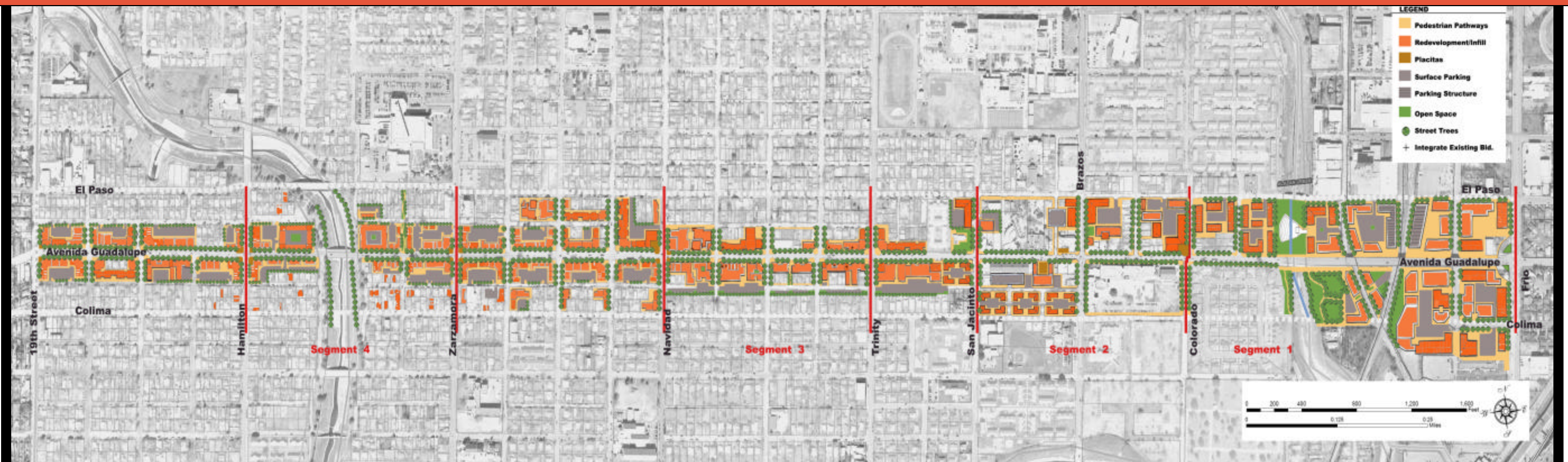
**Gateways:** The community identified two Gateway points: one at Frio Road and Guadalupe at the entrance to the bridge and the other at 19<sup>th</sup> Street.

**Creek Enhancements:** For example; public art, hike/bike trails, landscaping and recreation points could make both Alazan and Apache Creeks great amenities for the neighborhood.

**Arterials:** Avenida Guadalupe is intersected by two arterial: Colorado and Zarzamora. Arterials can generally support higher density development therefore these two nodes could be ideal areas to target more intense redevelopment.



# Avenida Guadalupe Corridor Strategic Revitalization Plan



The Strategic Revitalization Plan for the Avenida Guadalupe study area consists of approximately 190 acres. The boundaries of the study area are the intersections with Guadalupe Street at Frio Road to the East, SW 19<sup>th</sup> Street to the west, and two blocks north and south of the corridor: El Paso Street and Colima respectively. The Avenida Guadalupe Corridor is a backbone of an area rich with history, tradition and culture, with multi-faceted potential for redevelopment and conservation.

Based upon previous studies and current analysis, the Avenida Guadalupe Corridor study area has been broken up into four segments within which to detail redevelopment activities. Each of the segments have their own unique characteristics, however certain common themes identified by the community should be adhered to. For example: the celebration of culture through history, the arts, and building design; sense of community; and a place for all generations to come together to live, work, and play. The specific segments are:

**Segment 1: Frio Road to Colorado** - Gateway District

**Segment 2: Colorado Street to San Jacinto** - Cultural Arts District

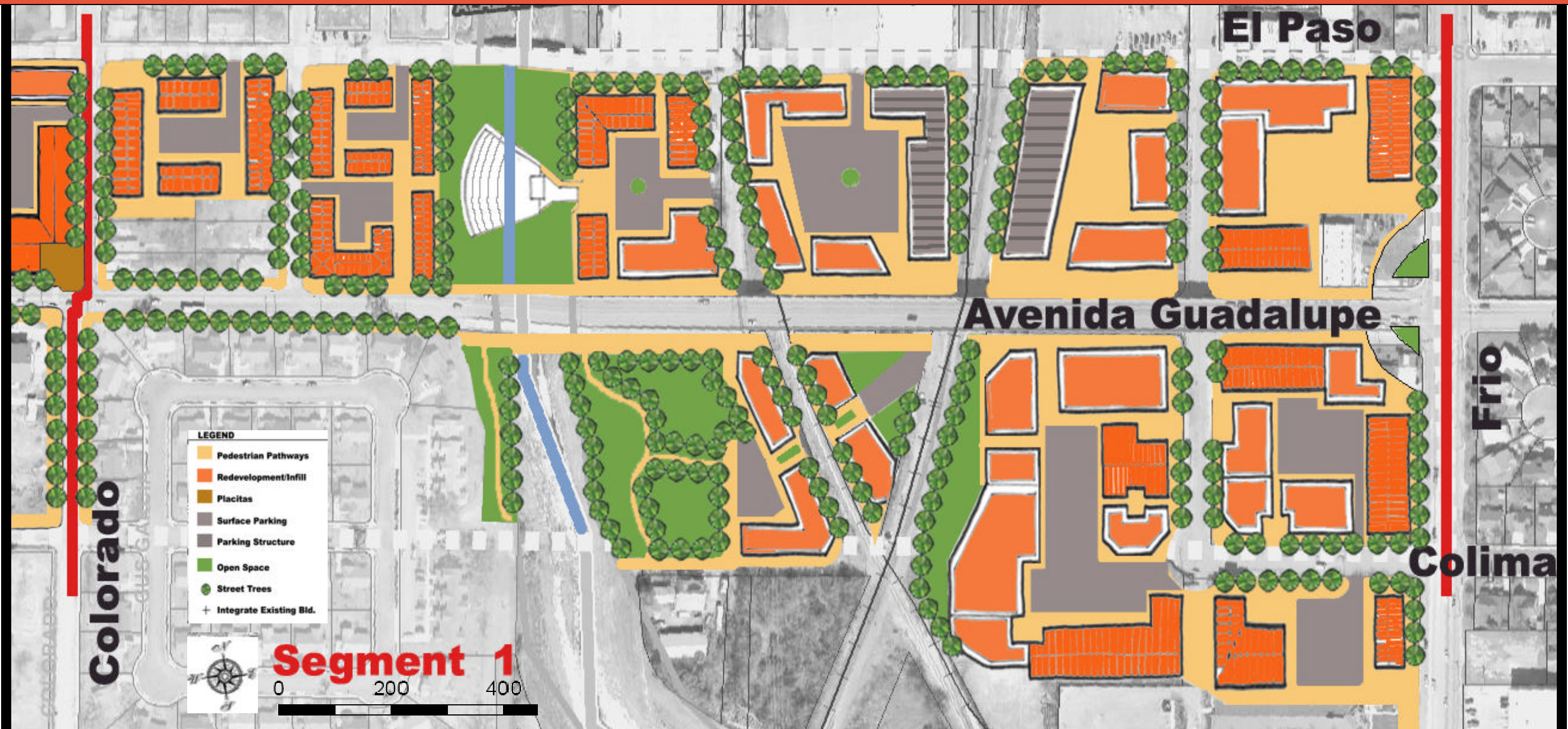
**Segment 3: Trinity to Navidad** - Conservation District

**Segment 4: Zarzamora to Hamilton** - Institutional/Commercial District





# Avenida Guadalupe Corridor Strategic Revitalization Plan



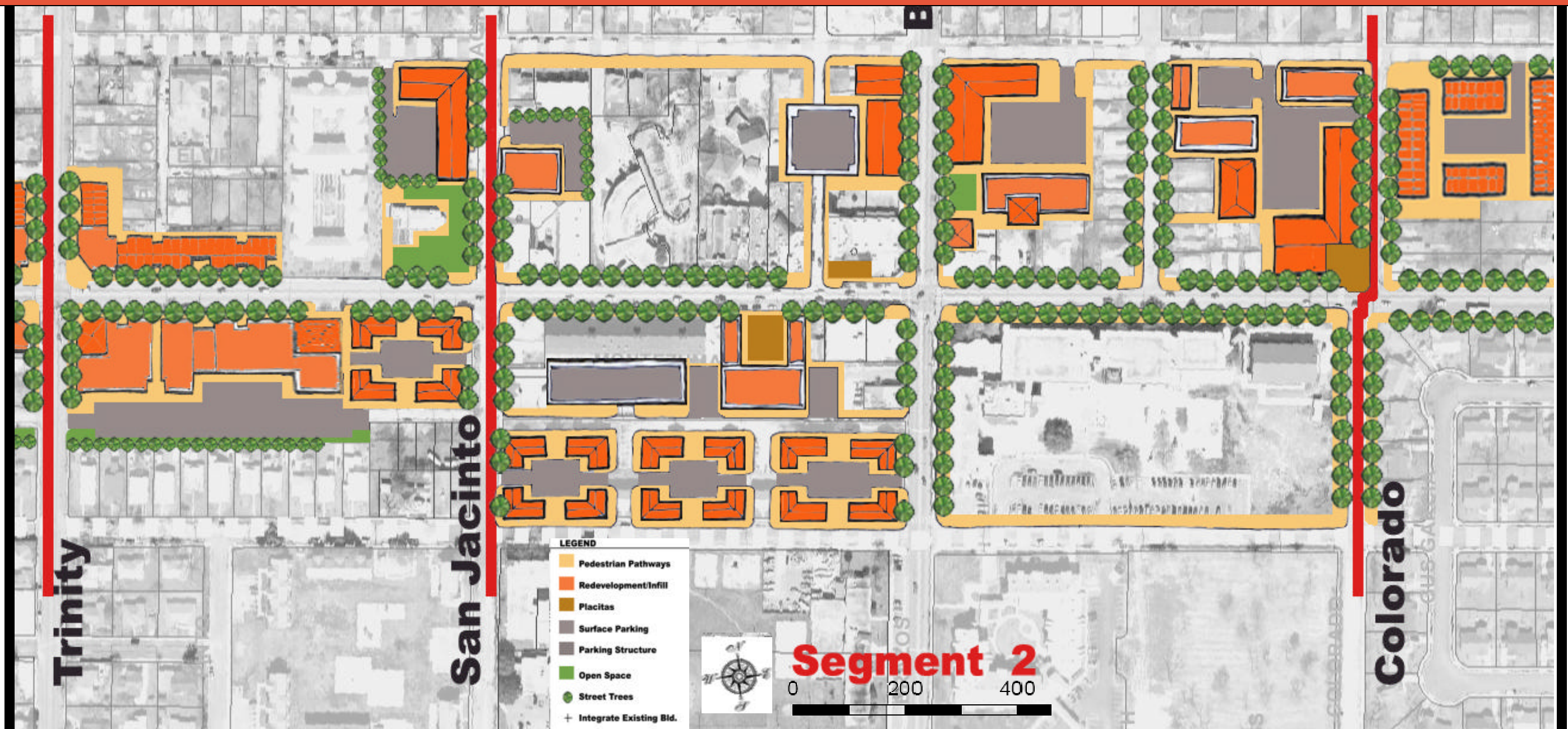
## Segment One: From Frio Road to Colorado Street

This area has been designated a Gateway District due to its connection to downtown from the Guadalupe Street Bridge and entrance to the neighborhood. Enhanced, the bridge could serve as a "sombilla" (shading point) with the area below as an active gathering space. The current land use for this area is mainly industrial and vacant. Redeveloped, this segment could include higher intensity mixed use developments including mixed income and student housing, retail and offices uses. An amphitheatre could be incorporated into the creekway and a system of placitas, where the stories of the community are told, should begin in this segment.





# Avenida Guadalupe Corridor Strategic Revitalization Plan



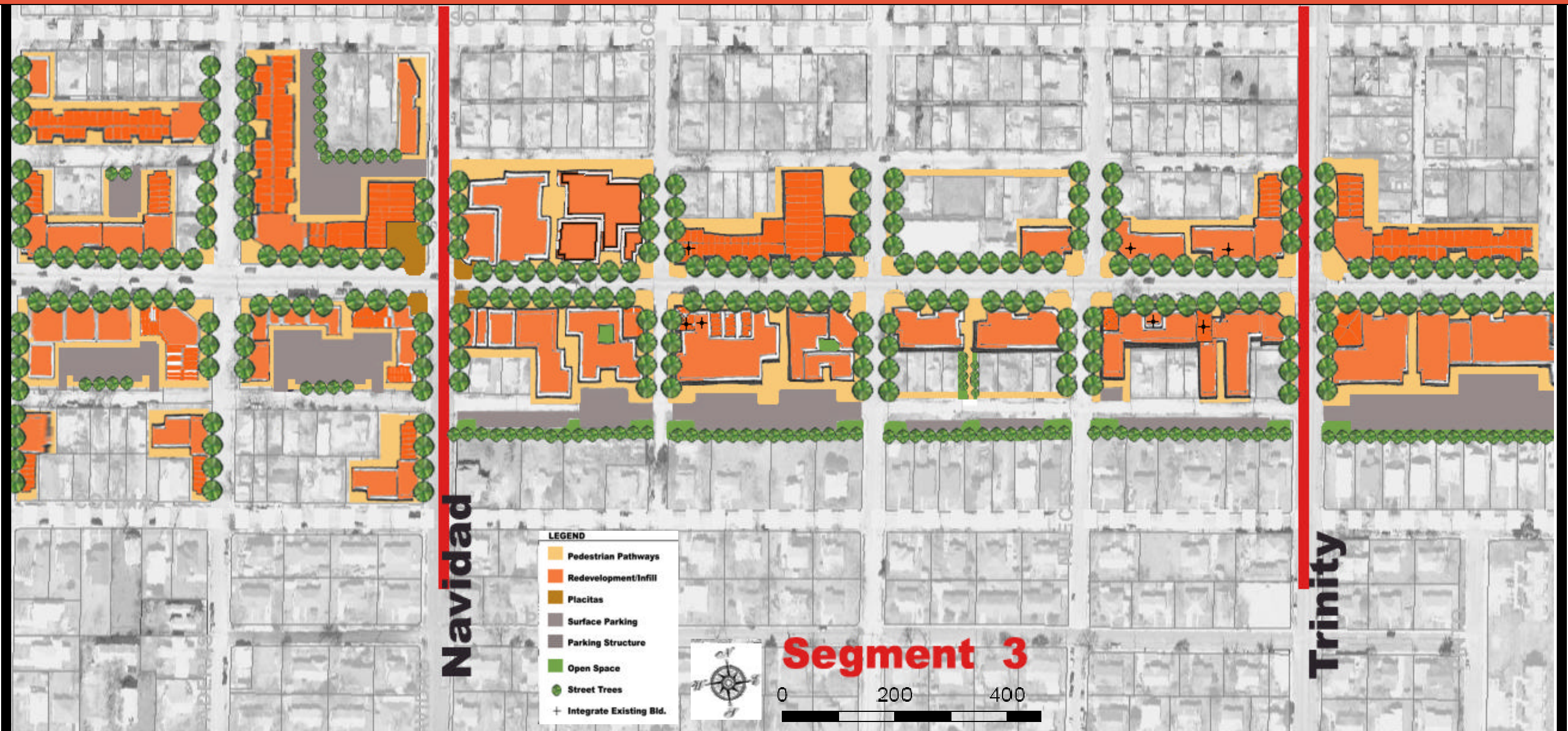
Segment Two: From Colorado Street to San Jacinto

The Cultural Arts District. New development and rehabilitation should be driven by existing infrastructure at South Brazos and Guadalupe Streets including the Guadalupe Cultural Arts Center, Guadalupe Theater, Plaza Guadalupe, El Parian, and the Avenida Guadalupe Association Oficinas. North of the corridor up to Alazan Courts could be a potential area for new middle income residences.





# Avenida Guadalupe Corridor Strategic Revitalization Plan



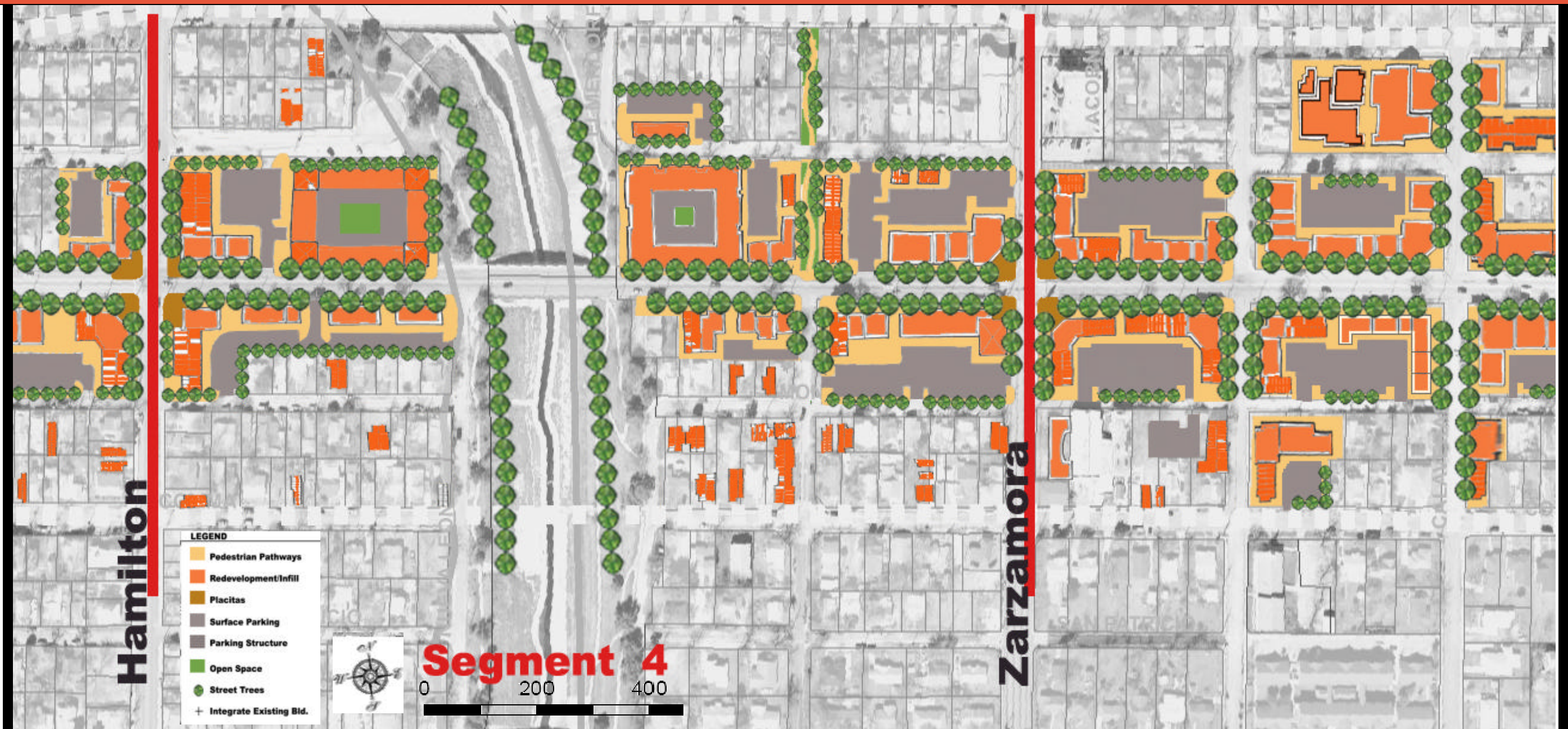
## Segment Three: From Trinity to Navidad

This area has been designated the Conservation District. Several historically or culturally significant structures of high integrity have been identified in this segment. Between S. San Jacinto and S. Trinity Streets, the focus should be on infill housing that reflects the current character. The establishment of higher intensity, mixed use developments would be appropriate at the intersections of Trinity and Navidad.





# Avenida Guadalupe Corridor Strategic Revitalization Plan



## Segment Four: From Zarzamora to Hamilton

The Institutional/Commercial District. This segment is adjacent to existing medical centers north on Zarzamora and is traversed by a potential amenity: Apache Creek. Higher intensity commercial and institutional uses would be appropriate at the Zarzamora and Hamilton intersections with Guadalupe. The development of higher density residential north of Guadalupe and adjacent to the creek, in conjunction with creek enhancements, would create an attractive live / work environment. Improved pedestrian linkages to existing medical areas would draw people to this higher intensity area.





6. Promote the development of an arts and culture component, to make Avenida Guadalupe a Cultural Arts District.
7. Identify, target, and recruit uses with a community appeal that are undersupplied in the area.
8. Build on high quality stock of historic structures to set the tone for the design in the corridor.
9. Take every opportunity to support businesses that can provide employment opportunities on Avenida Guadalupe.
10. Maximize transit opportunities for commuters to conveniently travel to and from Avenida Guadalupe.

## 6. Future Land Use and Development

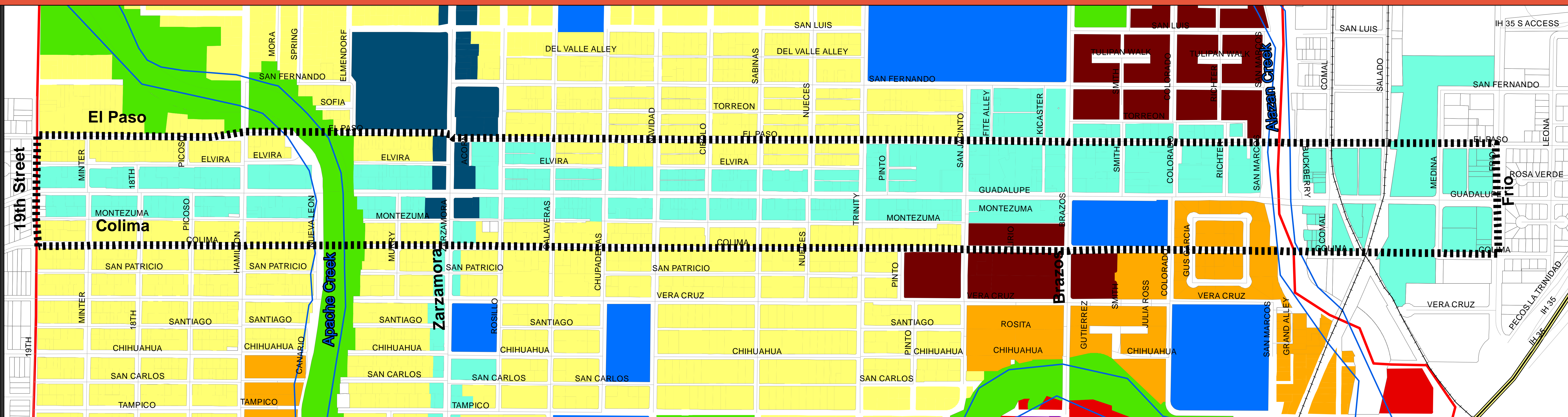
### 6.1 Future Land Use

1. The historic pattern of mixed residential and commercial uses should be continued on Avenida Guadalupe. At major intersections such as Avenida Guadalupe and Frio Street, Avenida Guadalupe and Zarzamora Street, and Avenida Guadalupe and Apache Creek the land use would allow for higher intense land uses.
2. The corridor's development should be pedestrian oriented and reestablished as a compelling place for shoppers, investors, and visitors. Future development should respect the communities history and build on its cultural arts district, a major asset. A mix of stores intended to draw people into the area during the day and on weekends, an improved streetscape to provide visitors and residents with a pleasant experience, and a series of public spaces to provide places for citizens to come together are key to the corridor's land use.
3. Permitted Uses: All uses permitted in the corridor should contribute to the vibrancy of the plan area. Restaurants, services, retail, and housing uses would promote the corridor by providing unique yet quality goods and services. Mixed Use buildings facing Avenida Guadalupe are defined as the vertical combining of retail and service uses, including eating and drinking establishments, with other uses, such as residential or office in the





# Avenida Guadalupe Corridor Strategic Revitalization Charrette



**Legend**

Study Area

Planning Boundary

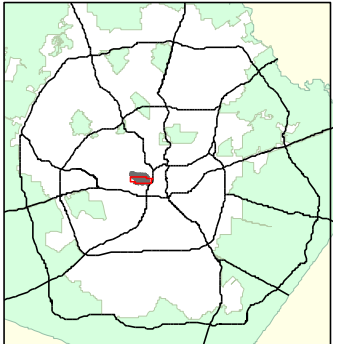
**Land Use**

- Low Density Residential
- Medium Density Residential
- High Density Residential
- Neighborhood Commercial
- Community Commercial
- Low Density Mixed Use
- High Density Mixed Use
- Light Industrial
- Public/Institutional
- Parks/Open Space
- Exterior Parcels
- Railroads
- Creeks

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Development Department

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Data Source: City of San Antonio Enterprise GIS, Bexar Metro 911, Bexar Appraisal District

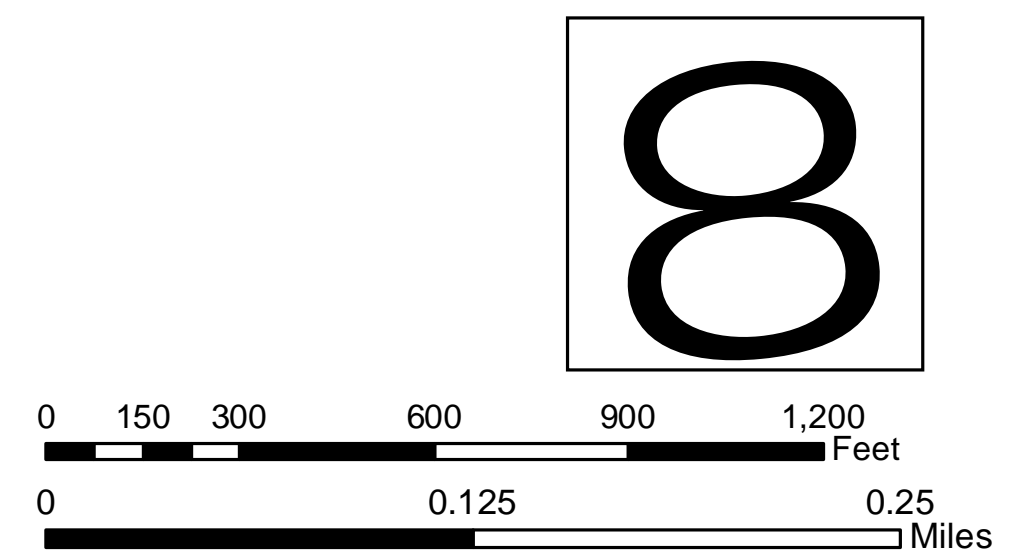
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"Please contact the responsible City of San Antonio Department for specific determinations."

City of San Antonio Planning and Community Development Department GIS Manager: Woody Woodruff, woodruff@sanantonio.gov. Maps may be ordered at: (210) 207-7873

Map Created By: Joe Gregory Mendoza

## Future Land Use Plan Guadalupe Westside Community Plan



same building. (Example: ground-level retail sales and service uses with above floors used for residential or office). Examples of Retail, Sales, and Services include: Groceries, Drugstore, Bakery, Arts and Design Shops, Bookstore, Banks and Financial Institutions, Music Store, Craft, Hair and Nail Salons, Laundromats, Flower Shop, Cafés, Live-Work, Business, Professional, and Government, Health and Exercise Clubs.

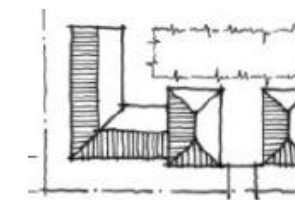
## 6.2 Development Framework

The Avenida Guadalupe Corridor Development Framework Map highlights potential areas for pedestrian circulation, gathering nodes, gateways, and creek enhancements. The conceptual placement of these features builds upon the strategies already outlined and applies them to the physical development framework for the corridor in the following manner:

1. The Guadalupe Corridor should be an active, dynamic center for the area that is pedestrian oriented.
2. Housing should be well-distributed throughout the corridor.
3. Art and culture should be a thread that weaves throughout the corridor.
4. Open space should be interlaced throughout the corridor, providing a variety of continuous public spaces, placitas and paseos.
5. Historic buildings and architectural heritage are key indicators of appropriate architectural style for new development.

## 7. Development Guidance

1. Development Intensity: In order to ensure that Avenida Guadalupe becomes a diverse, urban corridor, development should allow for higher intensities. A maximum density allowed along the corridor is 25 dwelling units per acre. A higher density of 33 dwelling units per acre would be appropriate at Frio and Avenida Guadalupe and Apache Creek and Avenida Guadalupe.
2. Height: Height requirements are intended to ensure that the heights of new buildings are compatible with the character of the area. Buildings at major intersections may have a



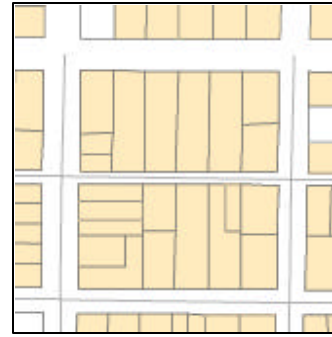


height of four floors (40 feet) and buildings at minor and in between major intersections may have a height of two floors (20 feet).

3. Setbacks: In order to bring storefront activity and window displays up to the public right-of-way, the majority of all building frontages should be built to the property line or within 15 feet of the front property line. Single Family Residential would meet the UDC requirement. At corners, buildings should address both sides of the street. Building overhangs – trellises, canopies, awnings, may extend horizontal into public right-of-way but should not hinder vehicular movement.
4. Site Development: All new development should relate to the existing community structure of streets and blocks. New streets should conform to the existing pattern of generally rectilinear blocks with new streets access drives linking to existing streets. Parking areas should be accessed from the rear, where minimum access would be from Avenida Guadalupe. Service access must be from the rear and not visible from Avenida Guadalupe.
5. Open Space: Commercial and office developments are encouraged to provide publicly accessible open space in the form of greens, squares, plazas, or widen sidewalks for public use. Single family residential uses should provide private open space (balconies, porches, patios). At service and parking areas where commercial development is sited adjacent to residential buildings, attractive fencing or vegetated screens should be required.
6. Historic Structures: It is important to maintain the existing historical character of buildings that contribute to the identity the corridor. The adaptive use of historic structures would lend to redevelopment opportunities.

## 8. Design Guidance

The Revitalization Plan Map identifies areas throughout the corridor for possible infill development, placitas (plazas), parking areas, open space, and surrounding pedestrian pathways. In addition, four segments have been identified and themes have been associated with them based on their unique characteristics as well as their contribution to the corridor as a whole.





## 8.1 Basis of the Design Guidance

A variety of architectural styles contribute to the Avenida Guadalupe corridor built environment. Shotguns and jacaes are some of the housing styles that exist in the area along with Spanish Colonial Revival buildings that can draw attributes such as arches, thick walls and plastered walls, though there is no single predominate architectural style that defines Avenida Guadalupe. Many architectural features are characteristics of the development that has occurred over the years. Proportions and symmetrical facades are existing elements that are part of the commercial structures and storefronts along the corridor. These attributes should be incorporated into redevelopment and infill.

### Avenida Guadalupe

**1. Commercial and Mixed-Use Buildings:** Multi-story buildings are recommended to have a three-part composition where the first floor forms the base of the building, the floors above this base form the main body of the building, and a projecting cornice or parapet caps the façade composition. The ground-level of the building plays an important role in Avenida Guadalupe's streetscape, especially the storefront. A typical storefront should include a main entrance flanked by display windows. Large display windows, awnings, and clearstory or transom windows are recommended. The following items are recommendation for commercial and mixed use development.

- a) **Siting and Orientation:** Buildings should be sited to reinforce the public street network of Avenida Guadalupe, aligning with primary street frontage and public pathway spaces. All building walls that face the street should incorporate facades with windows, doors, and other architectural elements giving interest to the building wall along the sidewalk. Buildings should not orient to parking lots at the expense of street and pathway frontages.
- b) **Building Mass:** Building scale should be compatible with the existing fine-grained, pedestrian friendly, small-storefront fabric of the corridor. Commercial





buildings should be simple in form and massing, with mass accentuated through features such as a major entrance, roof, cornice, or parapet. The horizontal massing façade should be subdivided into small increments that are similar to existing widths.

- c) Corner Buildings: Buildings located on corners should anchor street intersection. Corner treatments should have a rounded or angled facet on the corner, with the building entrance located at the corner or have entrances facing each street.
- d) Main Entrances: To contribute to the public and pedestrian realm, building entrances should be prominent and easy to identify. The main entrance of a buildings should be located at the primary street façade of the building and should be architecturally treated in a manner consistent with the building style.
- e) Loading and Service Entrances: Loading and services entrances should not intrude upon the public view, or interfere with activities in the corridor. All service entrances and associated loading docks and storage areas should be located to the side or rear of the building.
- f) Façade Composition: New structures should be based on the area's design styles, continuing its best traditions. The following items should be incorporated into the façade composition.
  - Building Base: All buildings should create a base treatment that assists in visually establishing a human scale for pedestrian users and passers-by, and aesthetically joins the building to the ground.
  - Building Materials: New construction should take cues from the local traditional material such as brick, stone, finished block, or other common materials found in the area.
- g) Windows: Windows should be designed to be in keeping with the character of the corridor. Buildings should include vertical proportioned façade openings, with





windows that have a greater height than width. Windows on the upper floors should be smaller in size than storefront windows on the first floor and should encompass a smaller proportion of façade surface area. Storefront windows should encompass a minimum of 50 percent of the storefront façade surface area. Where greater privacy is desired for professional services, windows should be divided into smaller panes.

- **Roof Types:** Roofs should match the principal building in style, detailing and materials. They should exhibit a variety of expressive and interesting forms that contribute to the overall character of the corridor.
- **Color:** Colors throughout the Avenida Guadalupe Corridor should be bright and bold in color and tone, in keeping with the character of the corridor.

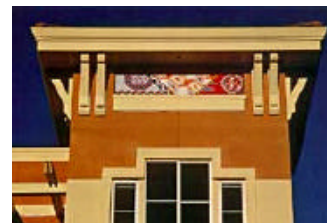
**2. Multifamily Residential:** Multifamily buildings should be placed as a single unit or a small cluster of units to convey a sense of individual identity, rather than an anonymous appearance. Units should have individual entrances where possible, accessed from the street. They should be expressed on the façade to read as individual spaces, and should incorporate private outdoor spaces for each unit where possible. Variations in height, color, materials, setback, and roofshape are encouraged. The scale of multifamily buildings should be compatible with their surrounding residential neighborhoods. Setbacks and other forms of building massing should be used to ensure buildings fit within the smaller scale of their residential context.

- a) **Siting and Orientation:** Buildings should be sited to reinforce the continuous public street frontage and pathway spaces. The backs of buildings should not face public street. Parking should not be allowed between the public street and adjacent residential buildings.





- b) Building Mass: The massing of larger residential buildings should be broken down to convey a sense of community and give individuality to each unit that lies within the corridor. Multifamily buildings should avoid a monotonous or overscaled massing.
- c) Corner Buildings: Residential buildings located on corner parcels should acknowledge both street frontages, with façade articulation.
- d) Main Entrances: Entrances should convey a clear residential character, one that is welcoming to the building's tenants. Primary entrances to multi-units should front Avenida Guadalupe. Main entrances should be prominent and easy to identify.
- e) Loading and Service Entrances: Loading and service entrances should not intrude upon the public view, or interfere with activities in the corridor. Service entrances should not face primary street. All service entrances and associated loading docks and storage areas should be located to the side or rear of the building.
- f) Façade Composition: New structures should be based on its most integral design styles and continuing its best tradition. They should be based on the same fundamental composition of the existing buildings in Avenida Guadalupe. The following items should be incorporated into the façade composition.
- Building Materials: Primary materials should be chosen to be consistent with building style and type. New construction should take cues from the local traditional material. Brick, stone, stucco, ceramic tile, and glass block are common materials found in the area.
  - Windows: Both order and variety in window and door opening composition are recommended. Unifying elements should be maintained across facades, such as common window header line or



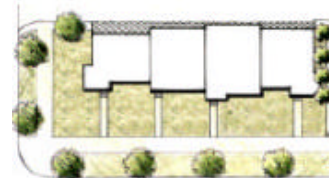


sill line. Architectural features should be used to create articulated, interesting facades. Buildings should include vertically proportioned façade openings, with windows that have a greater height than width (2:1 ratio).

- **Roof Types:** Roofs should match the principle building in terms of style, detailing and material. They should be selected with consideration for the neighborhood context of building forms and for views from higher building and sites.
- **Color:** Colors throughout the Avenida Guadalupe Corridor should be bright and bold in color and tone, in keeping with the character of the corridor.

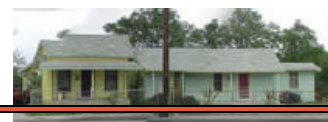
**3. Single Family Residential:** A variety of styles are found throughout the Guadalupe Westside neighborhood and no one style predominates as the definitive style. However, all of the styles have in common a hand-crafted character and an attention to detail that make them identifiable as Avenida Guadalupe. Garages may be either attached or detached but should be tucked toward the rear. Elements that respond to the climatic conditions of the area should be used, such as shading devices, porches, and deep overhangs.

- a) **Siting:** Building should be sited to reinforce the public street network of the Corridor by aligning with Avenida Guadalupe street frontage to reinforce a continuous public street and pathway space. The backs of buildings should not face a public street.
- b) **Building Mass:** The massing, design, and detailing of residential buildings should resemble existing character and neighborhood pattern.
- c) **Main Entrances:** Entrances should convey a clear residential character, one that is welcoming. Each unit should have a front entrance accessible from the street.





- d) Maintain historic housing patterns: There are buildings that have potential historic value and this should influence new development. It is important to complement the existing historic fabric in the area.
- e) Conservation segment: The conservation segment (Trinity to Navidad) establishes an existing pattern for carefully designed infill housing and the reestablishment of small *tienda* style business. In this area the predominate scale of development along the corridor is composed of one-story buildings. However, two-story units could be built at intersections where live/work spaces are developed above commercial uses.
- f) Façade Composition: New structures should be based on the area's most integral design styles and continuing its best traditions. They should be based on the same fundamental composition of the existing buildings in Avendia Guadalupe. The following items should be incorporated into the façade composition.
- Building Materials: Primary materials should be chosen to be consistent with building style and type. New construction should take cues from the local traditional material; brick, stone, stucco, and wood are common materials found in the area.
  - Windows: Both order and variety in window and door opening composition are recommended. Unifying elements should be maintained across facades, such as common window header line or sill line. Architectural features should be used to create articulated, interesting facades. Buildings should include vertically proportioned façade openings, with windows that have a greater height than width (2:1 ratio).
  - Roof Types: Roofs should match the principle building in terms of style, detailing and material. They



should be selected with consideration for the neighborhood context of building forms and for views from higher building and sites.

- Color: Colors throughout the Avenida Guadalupe Corridor should be bright and bold in color and tone, in keeping with the character of the corridor. Bright colors can accent neutral base tones, accentuating windows, door perimeters and base areas.



#### 4. Civic Spaces and Gateways:

1. Community Spaces: To promote a sense of community, nodes for gathering should be integrated and accessible to the whole community from all modes of transportation, including pedestrian movement, cycling, public transit, and automobile. Opportunities exist to take underutilized parcels and convert them into open courtyards, placitas or paseos (trails). The Iglesia Cristiana has the potential to engage the street as an open civic space by incorporating and opening the community plaza in the area which is currently fenced off from the public. The Avenida Guadalupe Plaza could be enhanced with fountains, Ojos de Agua, and flower beds to complement outdoor concerts and dances. The two underutilized creeks in the study have much potential for hike and bike trails, increased landscaping, lighting, markers for mileage, exercise stations, and playing fields.
2. Public art: Statues, plaques and historical photo exhibits of the Westside could improve the corridor experience and provide information about the area's history and culture.
3. Portal: It is important to identify the arrival of the Guadalupe Westside Community area through portals. Two important portals or gateways were identified at Avenida Guadalupe/Frio Road and Avenida Guadalupe/19<sup>th</sup>





Street as points where a bold design would be placed to create a sense of arrival to Avenida Guadalupe. Gateways can be expressed through columns, public art that expresses historical and cultural character, and buildings that denote the entry to the community.

5. **Parking:** The current parking space situation is dependent on on-street parking and on privately owned parking areas. As Avenida Guadalupe revitalizes, demand for parking will increase. For on-street spaces, a definite pattern is visible for the peak demand period between Brazos Street to San Jacinto Street. Outside this area, on-street parking is not visible; however, it is highly recommended throughout the corridor. The creation of shared parking and parking structures will ensure that parking is available and easily accessible in order to support the improved and continued success of Avenida Guadalupe businesses. The desired parking areas should be directed toward the rear of the buildings and on side streets where possible.
6. **Streetscape:** The expansion of the pedestrian realm can be accomplished by wider sidewalks, tree planting and distinctive paving treatments. Additional pocket plazas are appropriate every quarter mile along the length of Avenida Guadalupe to create gathering places. Wide bump-outs at the intersections would improve pedestrian crossings. Other amenities that would greatly add to the pedestrian experience are: public art installations, street furniture, flowers, pavers, and pedestrian-scale lighting similar to Houston Street. Burying utility lines would create a more attractive pedestrian path and ensure light poles are closer together. The bus transit stop areas should incorporate shelters, garbage cans and benches to improve the pedestrian environment.
7. **Signage:** Signs not only communicate the type and quality of goods and services a store provides, but they also act as component of the streetscape that adds to the overall character. It is important that signage reinforces and respects



the character of the area. The types of signage that may compliment the corridor would be marquee, signs that double as art form (sculpture & object), handcrafted or carved signs with wrought iron brackets, and bilingual signs. Other appropriate signs include wall mounted, projecting from a wall, painted, or placed on an awning. No billboards should be permitted; however a Kiosk may serve as a community billboard.



## 9. Implementation

On February 16, 2007 an implementation strategy session was held at the COSA Business and Development Services Center. Existing incentives and tools for revitalization were outlined (see appendix 1 for a listing by program and department) as well as new incentives that could potentially be built into existing programs or be developed into stand alone programs.

This section targets actions that should be taken to achieve the vision for the Avenida Guadalupe Corridor. The following actions have been organized based upon community input, staff analysis and technical advisor recommendations. It is important to note that several of these actions could happen simultaneously and do not necessarily reflect an order of importance. As revitalization occurs, priorities may shift and new actions be added. Therefore, the action plan should continue to be assessed by City staff to reflect changing conditions and future development trends. The steps will require public/private partnerships between the City, the Community, the Private Sector, and Nonprofit Entities to be fully realized.

### **ACTION PLAN**

**Infrastructure:** Work with public agencies to establish baseline capacity available and relationship to proposed increased density; consult outside experts as needed; explore various forms of funding mechanisms to pay for improvements; and create ways to make the corridor more pedestrian friendly.

**Community Action Committee (CAC):** Request that the Westside Development Corporation (WDC)



create a Community Action Committee (CAC) to provide oversight and guidance for the City's planning and investments in the area. The CAC should be assigned at least one dedicated staff person and is responsible coordinating with City departments and for building partnerships with outside agencies and the development community.

**Zoning Ordinance Amendments:** Create an urban design ordinance that provides for compatible infill development and redevelopment opportunities; consider an area-wide rezoning for the corridor.

**New and Infill Development:** Designate segments or block(s) of the corridor to concentrate rehabilitation and redevelopment efforts to provide a highly visible change; partner with the development community to design a short-term, smaller scale, revitalization plan that can provide an example of successful redevelopment along the corridor that sparks enthusiasm for future investment.

**Market Plan:** Utilize the Neighborhood Commercial Revitalization (NCR) market study (to be completed Fall 2007) and other studies to create a market strategy to stimulate private investment and attract viable businesses that will be successful over time and contribute to the vitality of the corridor.

**Parks and Civic Spaces:** Prioritize and seek funding for needed park improvements, including potential recreational areas along Alazan Creek. Also explore options for public/private partnerships to install trees, vegetation and lighting options that enhance the aesthetics of corridor.

**Housing:** Approach UTSA to discuss student housing opportunities in the area partnering with potential developers; also seek partnerships with affordable housing entities and market-rate developers willing to collaborate on mixed-use and mixed-income endeavors.

**Code Compliance and Public Safety:** Focus on a comprehensive program that addresses public safety, code compliance, and vandalism in order to change the negative perception of the neighborhood.

**Historic Structure Analysis:** Further refine the evaluation of historic structures along the corridor.

### **Next Steps**

- Formalize commitments for the Avenida Guadalupe Strategic Revitalization Plan from key City departments, agencies and the Community.
- Coordinate with the appropriate agencies, City departments, and Community entities to establish priorities, timelines, and assignments for the Avenida Guadalupe Corridor.
- Research and promote the incorporation of potential new incentive programs into the City of San Antonio Incentive Scorecard.

### **Potential New Programs**

In addition to existing programs that are offered at the federal, state and local level, it would be beneficial to consider complimenting those programs with certain new programs. Below is a list of programs offered by other cities that could be considered to successfully execute the Strategic Revitalization Plan. Some of these programs may require new state enabling legislation.

- Bond to fund demolition of vacant and surplus buildings, rehabilitation of housing, land assembly activities, and vacant property management systems.
- Housing replacement code to require owners who remove a residential unit to replace it or contribute money to a housing replacement fund.
- Pre-designed and pre-permitted building plans to encourage infill.
- Pattern books showing appropriate infill development for neighborhood.
- Tax Incentives for multifamily developments in corridor; increase property taxes for owners of vacant unimproved land to encourage turnover in blighted areas.
- Rezone to allow for higher densities in areas designated by land use plan as multifamily appropriate.



- Acquisition and selling of property at a discount if multi-family is proposed.
- Program to eliminate infrastructure barriers to development in targeted rehabilitation areas, and offer incentives for regulated entities to serve & participate in such development.
- Linkage program to require a fee to support redevelopment projects inside urban core areas (fee is paid by developers in areas outside of urban core).

## 10. Strategic Revitalization Charrette Technical Teams

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John Wolters, COSA Public Works  
Leslie Zavala, COSA Development Svcs.



## Appendix 1: Existing Implementation Resources

Program	Department / Agency
<b>LAND PURCHASING</b>	
Public Land Banking	COSA - Asset Management
Environmental Assessment	EPA, COSA Housing & Neighborhood Services (H&NS), Westside Development Corporation (WDC)
New Market Tax Credit	Certified Community Development Entities (CDE's)
Community Infrastructure and Economic Development (CIED) Fund	CPS Energy
<b>INFRASTRUCTURE/IMPROVEMENTS</b>	
Environmental Cleanup	EPA, COSA H&NS
Incentive Scorecard Program (fee waivers - SAWS, CPS)	COSA Economic Development
Transportation System Community Preservation Program (TSCP)	Federal Highway Administration (FHWA)
Transportation Enhancement Program	FHWA, Federal Transit Administration (FTA)
Tax Increment Financing (TIF)	COSA H&NS
New Market Tax Credit	Certified Community Development Entities (CDE's)
Community Infrastructure and Economic Development (CIED) Fund	CPS Energy
<b>CONSTRUCTION/FACILITY</b>	
Tax Increment Financing (TIF)	COSA H&NS
CDBG and HOME Program Funds	Department of Housing and Urban Development (HUD)
State Low Income Housing Tax Credits	Department of Housing and Community Affairs
Community Infrastructure and Economic Development (CIED) Fund	CPS Energy
<b>PRESERVATION/RE-HABILITATION</b>	
Historic Districts	COSA Historic Preservation Division, Federal Department of the Interior
Low-Income Rental Historic Properties	COSA Historic Preservation Division
Federal Tax Credit	Department of the Interior
Owner Occupied / Rental Rehabilitation Program	COSA H&NS
Homebuyer's Clud	COSA H&NS
Homeownership Incentive Program	COSA H&NS
<b>DUE DILIGENCE (Zoning, Platting, Plan Review)</b>	
Development Plan Review Fees (Incentive Scorecard)	COSA Development Services
Zoning (IDZ, MXD, Live/work, Commercial Retrofit)	COSA Development Services
<b>COMMERCIAL OPERATIONS</b>	
Employee Tax Credits:	Federal - Empowerment Zone
Employment Zone Wage Credit	
Work Opportunity Tax Credit	
Welfare-to-Work Tax Credit	
Equipment/Energy Use	Federal - Empowerment Zone
Sales and Use Tax Credits	State of Texas - Enterprise Zone
Small Business Loans	Various Federal Agencies
Community Reinvestment Act Funds	Financial Institutions
Public Improvement Districts	State Government, COSA
Business Assistance:	
Small Business Economic Development Advocacy Program (SBEDA)	COSA Economic Development
First Point Business Information Office	COSA Economic Development

NCR Manager	COSA H&NS
UTSA Small Business Development Center	UTSA
Workforce Training	Alamo Worksource, Texas Workforce Commission, Project Quest
<b><i>PARKS/OPEN SPACE</i></b>	
Texas Parks and Wildlife (TPW) Matching Grant	TPW, COSA Parks and Rec
Bexar County Land Trust	Bexar County
US Army Corps of Engineers Funds	COSA Public Works, San Antonio River Authority (SARA)
<b><i>OTHER</i></b>	
Facility Bond Financing	COSA
City Tax Phase-In Program	COSA Economic Development
Foreign Trade Zone	COSA Economic Development
Defense Readjustment Zone Project Designation	COSA Economic Development
Free Port Exemption	COSA Economic Development
Historically Underutilized Business (HUB)	COSA Economic Development
Industrial Development Funds	Federal Department of Commerce



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## Appendix II: Glossary

**Awning-** a lightweight, exterior rooflike shade that projects over a window or door.

**Balcony-** a railed or balustraded platform that projects from a wall; typically in front of a window or door.

**Balustrade-** a railing with upper and lower rails, balusters (small column or rod), and pedestals (the structure that supports and connects the railing to the ground or floor) ; the rail molding usually continues across the pedestals

**Block-** a rectangular area in a city surrounded by streets and usually containing several buildings.

**Building base-** the lowest part of a building that anchors the building to the ground.

**Bump-out-** a place where the curb and sidewalk are extended into the street right of way causing the street to narrow, forcing cars to slow down and providing a shorter distance for pedestrians to cross the street.

**Canopy-** a projecting roof structure that shelters an entrance to a building.

**Charrette-** is a French word meaning “cart” that architects use to describe the final, intense series of work sessions held to meet a project deadline. It is used today as a collaborative planning process that draws upon the talents and energies of stakeholders and local design professionals to create and support a redevelopment and revitalization plan that builds up partnerships as well as a graphical vision.

**Civic Space-** a public space which provides focal points for community interaction and foster citizen participation in civic activities:

**Clearstory-** an upper story row of windows.

**Conservation-** the skilled repair and maintenance of cultural artifacts, including buildings and historic or artistic materials with the aim of extending their longevity and aesthetic quality.

**Coping-** capping or covering of a wall. Typically made out of stone, brick, terra cotta, and metal.

**Cornice-** the projecting moldings forming the top band on a wall or façade.

**Density-** An objective measurement of the number of people or residential units allowed per unit of land, such as residents or houses per acre.

**Development Intensity-** the number of square feet of development per acre by land use type with respect to nonresidential land uses.

**Façade-** the front wall of a building, or the wall in which the principal building entrance is located.

**Façade Composition-** plan, placement or arrangement of the building elements, such as doors, windows, ornamental details, etc, along a façade of a building.

**Façade surface area-** the measure of the the exposed area of the front wall. The area is calculated by multiplying the height by the length of the façade.

**Facet-** a portion of the building that has the corner “cut-away” providing an angled or rounded corner to a building. Usually the building entrance is located here.

**Flat roof-** a roof that has little to no slope. Typically the slope is less than ten degrees to the horizontal.

**Form-** the overall shape of a building. Form can be divided into two components the ground plan (the pattern made by the exterior walls when viewed from above) and the elevation (the pattern made by wall, roof, and details when viewed from ground level).

**Frontage-** The extent of a building that is along a public road.

**Gateway-** an architectural feature or landscaping that signifies a transition between one space and another.

**Glazing-** the clear or translucent material which light passes into a building through a window or door, typically glass but can be other materials.

**Hand-crafted-** made by hand or a hand process; often associated with having fine detailed carpentry wood work.

**Height-** The vertical dimension measured from ground level at the front wall of the building to the highest of the coping of a flat roof.

**Historic structure-** any building or structure that has perceived or identified significance and influence in the historical development of the area.

**Horizontal massing-** the overall composition and volume of the building is oriented parallel to the horizon and is longer than it is tall.

**Infill-** the development of real estate on land between or adjacent to existing building or development.

**Jacal(es)-** a Native American style of housing structure historically found throughout parts of the southwestern United States and Mexico. It was constructed with upright poles tied together infilled with thin wattle and daub (mud, clay and grass).

**Major Intersection-** an intersection of roadways that have heavy traffic or have a four lane width. These intersections include Guadalupe and Frio, Guadalupe and Colorado, Guadalupe and Brazos, Guadalupe and Zarzamora, Guadalupe and 19<sup>th</sup> street.

**Massing-** the overall composition of the exterior of the major volumes of a building.



**Multi-story building-** a building or structure that has multiple floors above ground.

**Node, Nodal areas-** The terminus or intersection of two (2) or more Streets or 2 or more pedestrian paths.

**On-street parking-** parking that is allowed within the street right-of-way; typically as allowed as parallel parking but can be in the form of angled parking.

**Open space-** an area that is intended to provide light and air, and is designed, depending upon the particular situation, for environmental, scenic or recreational purposes.

**Overhang-** the horizontal projection of a portion of a building past the element below; may be small, as in a molding, or large as in an eave.

**Pedestrian friendly environment-** conditions that provide some incentive for people to walk rather than drive. Conditions that provide for pleasant walking experience with sidewalks, weather protection, and attractive landscaping.

**Pedestrian oriented-** the ability to minimize impacts associated with the automobile and to encourage pedestrian traffic with human scale connections between the sidewalks and path systems to private buildings as well as human/pedestrian scale public spaces and amenities.

**Pedestrian scale (human scale)-** the proportional relationship of the physical environment to human and pedestrian dimensions, acceptable to public perception and comprehension in terms of the size, height, and/or massing of buildings or other features of the built environment.

**Parapet-** the part of a wall that projects above the adjacent roof; typically solid construction but may also be crenelated or pieced.

**Patio-** a paved, ground level, sitting area adjacent to a residence or building.

**Pocket plaza/ Placita-** a small gathering space that is located adjacent to the main pedestrian path or sidewalk.

**Porch-** a covered and floored area of a building, especially a house, that is open at the front and usually the sides.

**Preservation-** the act or process of applying measures to sustain the existing form, integrity, and material of a building or structure and the existing form and vegetative cover of a site. (*Secretary of the Interiors Standards for Rehabilitation*)

**Proportion-** the relationship of the size, shape, and location of one building element to all the other elements.

**Public right-of-way-** an area or strip of land occupied or intended to be occupied by a public street, walkway, railroad, utility line, drainage channel, or other similar uses.

**Rehabilitation-** the act or process of returning a property to a state of utility through repair or alteration which makes possible and efficient contemporary use while preserving those portions of features of the property which are significant to its historical, architectural, and cultural values. (*Secretary of the Interiors Standards for Rehabilitation*)

**Revitalization-** the planned economic and social improvement of a commercial or residential neighborhood or other geographic area through physical improvements and social and economic programs.

**Roof-** the structure and finish that caps a building.

**Scale-** the proportions of the elements of a building to one another and the whole, and to adjacent buildings.

**Setback-** the distance required between a building and the property line.

**Shotgun-** a house form where the building is one room wide facing the street and each room connects directly to the next without hallways.

**Site development-** the installation of all necessary improvements (installment of utilities, grading etc) made to a site before a building or project can be constructed on such a site.

**Siting-** the placement of a building or structure on a site in relation to natural features, boundaries, and other parts of the built environment

**Spanish Colonial Revival-** an architectural style beginning the late 19c that is loosely based on stylistic elements of adobe Spanish Colonial and Pueblo buildings. The unique feature of the Spanish Colonial Revival style is the ornate low-relief carvings around the arches, columns, window surround, cornices, and parapets. Red-tiled hipped roofs and arcaded porches also are typical. Stone or brick exterior walls often are left exposed or finished in plaster or stucco. Windows can be either straight or arched. Iron window grills and balconies also may be used. A molded or arcaded cornice highlights the eaves. The facades of large buildings often are enriched with curvilinear and decorated parapets, cornice window heads and symbolic bell tower.

**Streetscape-** the built environment encompassing a street or road, including sidewalk, roadway paving, street furniture, buildings, landscaping, and signage.

**Storefront-** a ground level façade of a shop with large display windows and typically a recessed entrance.

**Style (architectural building)-** the overall appearance of the architecture of a building or structure including its construction, form, and ornamentation; may be a unique individual expression or part of a broad cultural pattern.

**Symmetrical-** refers to having a bilateral form, with mirror images about an imaginary vertical line.



**Tienda-** A place, especially a small building, for the retail sale of goods and services.

**Transom (window)-** a glazed opening above a door or window.

**Trellis-** a system of horizontal joists supported on posts, designed to support growing plants.

**Window-** an opening in an exterior wall to admit light and air, typically with glazing in a frame which can be opened.

**Window header-** A horizontal cross member at the top of a window frame, in semicircles, arches, triangular shapes, etc.

**Window sill-** a horizontal member at the bottom of a window frame.